

School of Business & Economics

Centre for Automotive Management



www.lboro.ac.uk/cam

 Loughborough
University



“Learning is not compulsory... neither is survival.”

W. Edwards Deming, 1900-1993

Automotive Programmes

- BSc (Hons) in Automotive Dealership Management
- MSc Strategic Automotive Dealership Management
- Post Graduate Certificate and Diploma in Automotive Retail Management

Centre for Automotive Management

Headed by industry expert Professor Jim Saker, the Centre is made up of core members of academic staff and associate lecturers that are specialists from within the automotive industry. We provide specialist training and development in automotive retail management to produce the Departmental Managers, Senior Managers and Dealer Principals of the future. The formal education provided by our programmes, enable the students on our courses to have an immediate, positive impact on business performance.

The staff from the Centre undertake research with a wide range of automotive manufacturers and retailers, and this research plays a vital role in the evolving nature of the programme to ensure that the curriculum is innovative and relevant to today's automotive industry.

Loughborough University prides itself on the outstanding quality of its teaching and the Centre for Automotive Management is no exception. The quality of the BSc was independently assessed by the Quality Assessment Unit of the Higher Education Funding Council, receiving the highest possible rating of “excellent”.

Research by IMI

During 2013 an independent study into the business impact of a BSc in Automotive Dealership Management was undertaken by the Institute of the Motor Industry (IMI) and co-funded by UKCES. It found that 100% of graduates have directly benefitted in their career as a result of the qualification and would recommend the degree to others. This is the only degree of its kind in the UK.

School of Business and Economics

With over 40 years of experience of delivering management education we pride ourselves in supporting business through challenging, career-enhancing management and leadership development, cutting edge research, and the promotion of innovation and enterprise. We strive to develop effective leaders and young entrepreneurs, enhance organisational performance and promote sustainable growth – addressing the ‘real world’ challenges facing businesses and policy makers in our rapidly changing global economy.

Consistently rated as a Top-10 UK business school by national league tables in the fields of business, accountancy and finance, we are also among the top 1% of business schools in the world to be internationally accredited by EQUIS. We work with over 250 companies of all sizes around the world and may be able to assist your organisation in a variety of ways.

Executive Education

We are especially experienced at working in partnership with the business community. By tailoring programmes to the needs of industry, we have developed a reputation for delivering academically rigorous and practically relevant courses that assist individuals in their career development and that enhance the performance of their organisation.

We provide award-bearing company-bespoke training on-site or on campus, as well as a range of accredited programmes in management. Our areas of expertise include Automotive Management, Management and Leadership, MBA, Occupational Health and Safety Management and Security Management. For more information please see www.lboro.ac.uk/exec

Research and Consultancy

As one of the UK's leading research-intensive universities we pride ourselves on conducting ‘research that matters’. Organisations that need innovative solutions to new problems come to us for our expertise in combining academic rigour with practical relevance. Fields of expertise range from HRM and Corporate Governance to International Business Strategy, Marketing and Retailing. Please see www.lboro.ac.uk/sbe for a full list of our areas of research expertise.

“The MSc developed my understanding and skills, on how to evaluate any function of the business in order to identify; what is in need of improvement and how it should be addressed to move the business forward in our continuously changing environment.”

Steve Wilkinson, GM Middle East Operations (2013 MSc Graduate)

BSc (Hons) in Automotive Dealership Management

The BSc offers a unique opportunity to attract bright young people to join dealerships and other automotive retail channels, or to develop the talents of existing employees with aspirations to higher management roles.

The programme is delivered on a part-time basis over three years, requiring attendance at the University for approximately 41 days. It involves a combination of two and four day modules. Our teaching methods encourage students to effectively problem solve in the classroom helping them to apply the knowledge practically. All the assignments are work-based and focussed on business improvement.

The content and delivery of the programme is structured to allow the development of training objectives that reflect the needs of today's automotive retail environment. The programme will help to develop communication, teamwork, management and leadership skills.

Assessment

Modules are accessed through the submission of coursework, work-based assignments and a final project. All work is assessed by the University's examination board and is moderated by an external examiner.

Benefits

- A salary whilst studying for a degree
- A multidisciplinary programme that prepares the student for a wide range of careers within dealership management
- A BSc (Hons) degree from Loughborough University, one of the most prestigious universities in the country
- Key aspects of the business are researched as part of the written assignments, delivering business improvements
- The management training provided by the degree will develop managers of the future

Entry Requirement

The programme is open to school leavers with a minimum of two A Levels, or equivalent. It is also available to motor industry personnel who do not have academic qualifications but show potential to progress and have 3 years business experience.

Part A – Introductory Modules

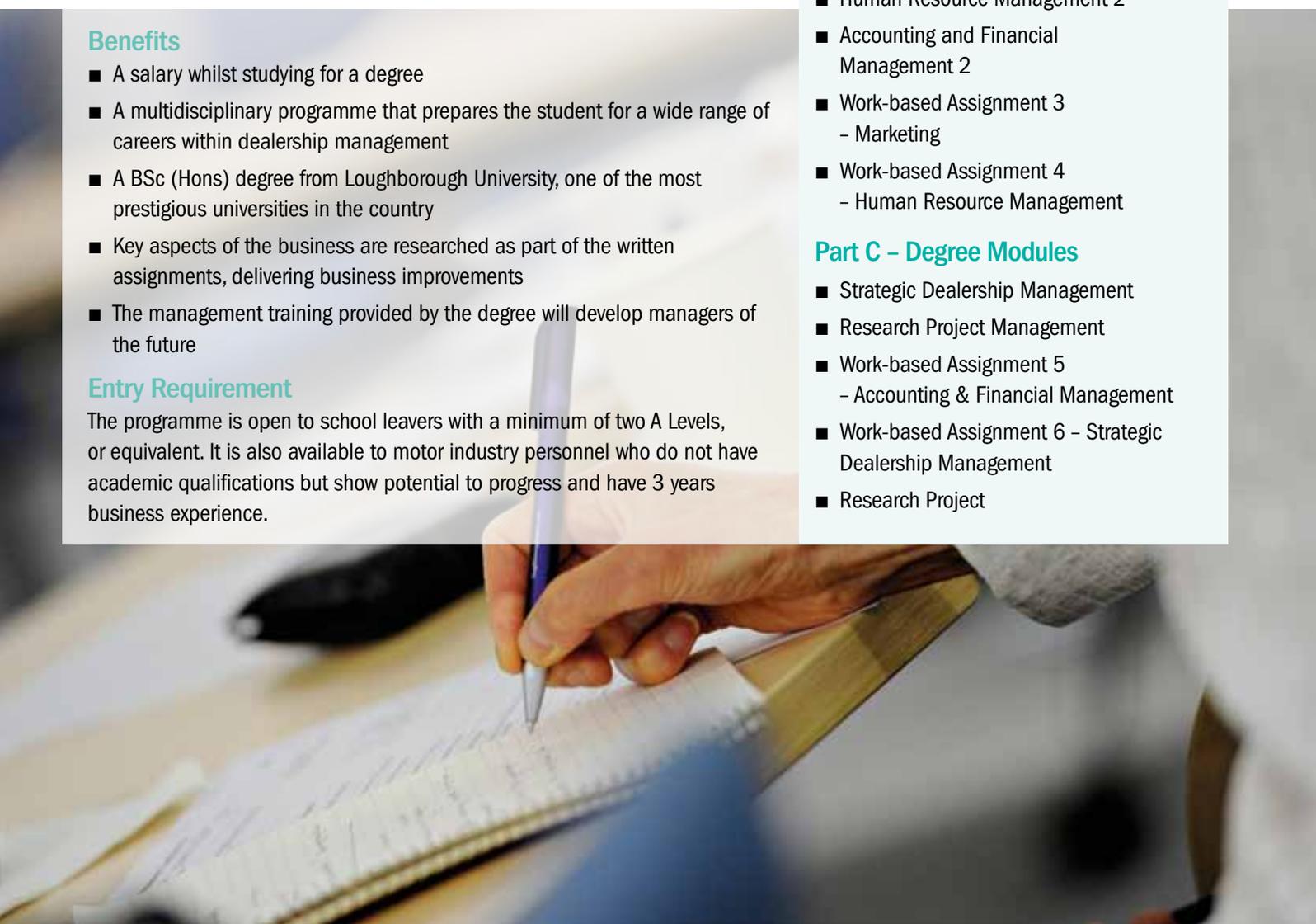
- Foundations of Management
- Automotive Retail Environment
- Operations Management 1
- Marketing 1
- Human Resource Management 1
- Work-based Assignment 1 – Automotive Retail Environment
- Work-based Assignment 2 – Operations Management

Part B – Degree Modules

- Accounting and Financial Management 1
- Operations Management 2
- Marketing 2
- Human Resource Management 2
- Accounting and Financial Management 2
- Work-based Assignment 3 – Marketing
- Work-based Assignment 4 – Human Resource Management

Part C – Degree Modules

- Strategic Dealership Management
- Research Project Management
- Work-based Assignment 5 – Accounting & Financial Management
- Work-based Assignment 6 – Strategic Dealership Management
- Research Project



MSc Strategic Automotive Dealership Management

The MSc in is the only programme of this level targeted at the automotive retail sector. It is available to all marques and groups both in the UK and Abroad.

The programme is suitable for students who are highly motivated individuals keen on challenging and developing themselves and their businesses. This creates an exciting learning environment where academic thinking, up to date industry research, cross industry applications and good practices are shared, discussed, evaluated and implemented.

The programme is delivered on a part-time basis over three years, requiring attendance at the University for 23 days over that period. It involves a combination of three, two and one day modules, distance learning and a final year project.

The modules examine the key aspects of management, but with a focus on application. The teaching style is a combination of lectures, group discussions, presentations and the critical review of case studies.

Assessment

Each module is assessed by a written assignment. Work based assignments include an element of primary research. Throughout the programme the assignments aim to bring business benefits to the dealership. All work is assessed by the University's examination board and is moderated by an external examiner.

Benefits

- The opportunity to research key aspects of your business with the aim of delivering tangible business improvements
- Develop the skills needed for successful management
- Understand the changes in trends that will have an impact within the automotive sector
- Understand the process of Strategic Management
- Professional management and personal development
- An MSc, the highest qualification in the Retail Automotive sector

Entry Requirement

The programme is open to managers with 5 years' experience, Senior Managers, Dealer Principals and Directors. Previous qualifications are not required as access to the programme is based on management experience. Graduates with a first degree who are moving into the industry are also eligible to apply.

Modules

- Induction and Foundations of Management
- Strategic Dealership Management
- Work Based Assignment 1
- Retail Marketing Strategy
- Work Based Assignment 2
- Human Resources & Career Management
- Work Based Assignment 3
- Financial Management
- Research Project

“There are so many roles in the automotive industry today, this degree gives you a bigger scope and knowledge to move around job roles.”

Scott Westerby (Citroen UK Fleet, graduated 2000).

Post Graduate Certificate and Diploma

The Certificate and Diploma in Retail Automotive Management is aimed at people whose career is progressing towards Senior Management.

The programme is offered as bespoke courses to individual manufacturers and Franchise Groups. All programmes revolve around real workplace issues, and learning is put into practice with work-based projects that improve business performance whilst gaining qualifications that can help individuals to further their career.

Programme Structure

The programmes are studied on a part-time basis. The Certificate will normally extend over a period of 12-18 months and the Diploma over 3 years (or an additional 18 months if progressing from Certificate). Both programmes involve a combination of short daytime modules and work-based assignments. Both programmes are delivered via block release, and learning methods and assessment are tailored to participants' needs.

Assessment

Each module is assessed by a combination of written assignments and group presentations which are applied to the work environment. Throughout the programme the assignments aim to bring business benefits. All work is assessed by the University's examination board and is moderated by an external examiner.

Benefits

- The opportunity to research key aspects of your business with the aim of delivering tangible business improvements
- Develop the skills needed for successful management
- Understand the changes in trends that will have an impact within the automotive sector
- Professional management and personal development
- Diploma students can progress onto the MSc by undertaking an additional two modules and a supervised dissertation.

Entry Requirement

Previous qualifications are not required as access to the programme is based on management experience.

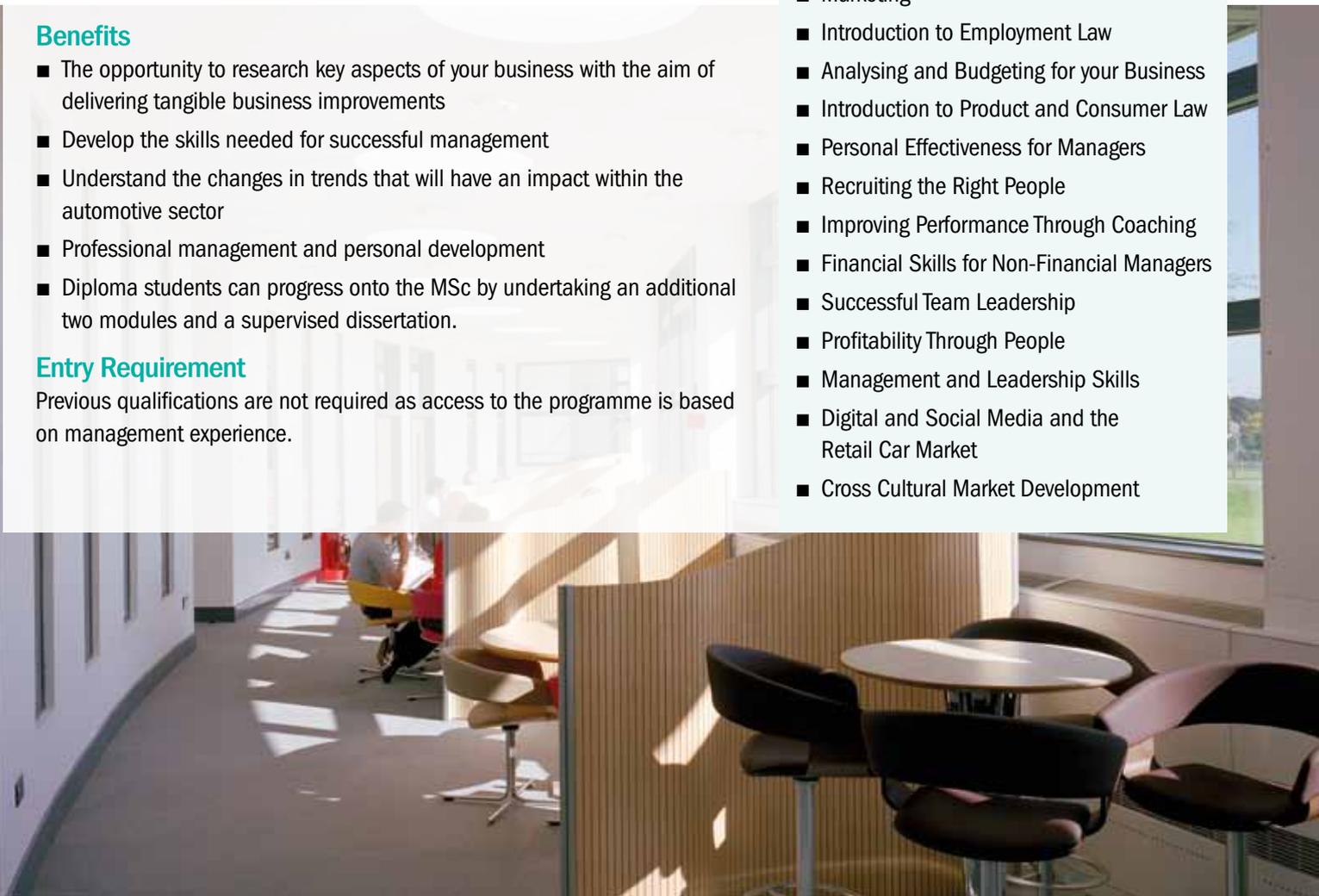
Core modules for both Certificate and Diploma

- An Introduction to Automotive Retail Management
- Managing Business Performance
- An Introduction to Business Planning

Optional modules

Certificate students study 3 of these options
Diploma students study 9 of these options

- Maximising Performance Through People
- Creating a Marketing Plan
- Managing Quality
- Building Successful Teams
- Generating Customer Loyalty
- Creating a Business Plan
- Operations Management
- Marketing
- Introduction to Employment Law
- Analysing and Budgeting for your Business
- Introduction to Product and Consumer Law
- Personal Effectiveness for Managers
- Recruiting the Right People
- Improving Performance Through Coaching
- Financial Skills for Non-Financial Managers
- Successful Team Leadership
- Profitability Through People
- Management and Leadership Skills
- Digital and Social Media and the Retail Car Market
- Cross Cultural Market Development





“I have a better in-depth knowledge and understanding of the business and am able to look internally and panoramically at other businesses, including my own to see why certain decisions are made and how a good manager should manage a business.”

Jake Blowers, BSc 2nd year student currently employed at DAF



First Class Facilities

An Ideal Location

- Easily Accessible via J23 of the M1, East Midlands International Airport and Loughbororugh railway station
- Attractive spacious and secure campus with excellent facilities including restaurants and cafés
- Four-star accommodation is available at Burleigh Court (www.welcometoimago.com), the University's on-campus hotel and spa

Sports for all

- World-renowned for sport, most of our sport facilities (including our Olympic-sized swimming pool and Powerbase Gym) are available to all students and cater for all levels of ability

Fees

Please refer to the website or contact us for details.

www.lboro.ac.uk/cam

How to apply

To apply or for any further information, please contact us on

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or email

r.cufflin@lboro.ac.uk

Voted England's
**Best Student
Experience**
for six years running
Times Higher Education

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